

Look Here!

GRAPHIC DESIGN TWO
KEANEY

Harmony & Composition Exercise



Project:

Students will create a collage composition using 5 design elements where the focal point is a red circle.

1. Plan First! Draw three or more thumbnail sketches exploring different compositional strategies by name!
2. Using Red, Black and White paper only, create a design where a red circle becomes the focal point. Consider different ways to command our eyes, including implying the red circle, size relationships and movement.

Focal Point

The element within the design that stands out the most ~ where you want the viewer to look first.

Balance

Refers to the way the elements of art are arranged to create a feeling of stability in a design.

Movement

Refers to the way your eye moves through a design. Rhythm is created by the repetition of elements.

Symmetry

When the parts of an image or object are organized so that one side duplicates, or mirrors, the other. Also known as formal balance.

Asymmetry

When one side of a composition does not reflect the design of the other. Asymmetrical balance is the kind of balance in which the parts of a design are organized so that one side differs from the other without destroying that composition's overall harmony.

Radial

Any type of balance based on a circle with its design extending from or focused upon its center.

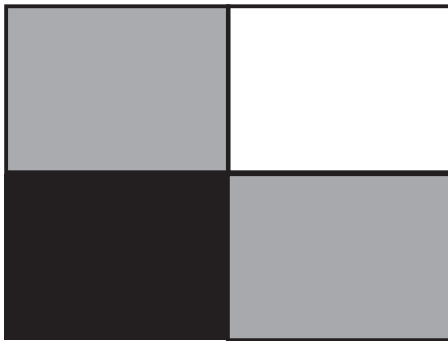
Rule of Thirds

Most designs can be made more interesting by visually dividing the page into thirds vertically and/or horizontally and the most important elements within those thirds.

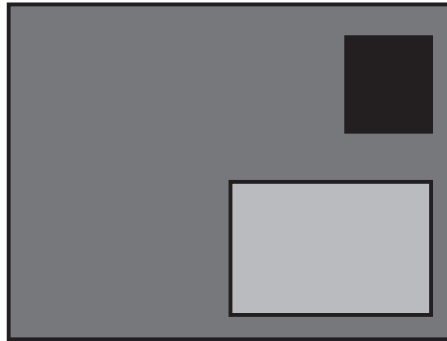
Take this concept a step further by dividing the page into thirds both vertically and horizontally and placing your most important elements at one or more of the four intersections of those lines.

Golden Mean

The Golden Mean is a proportion, in which a straight line (or a rectangle) is divided into two unequal parts in such a way, that the ratio of the smaller to the greater part is the same as that of the greater part to the whole figure ($AB:BC=BC:AC$)



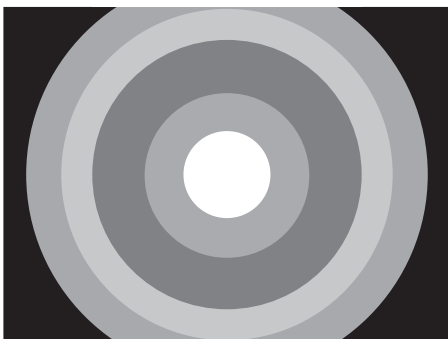
Symmetry



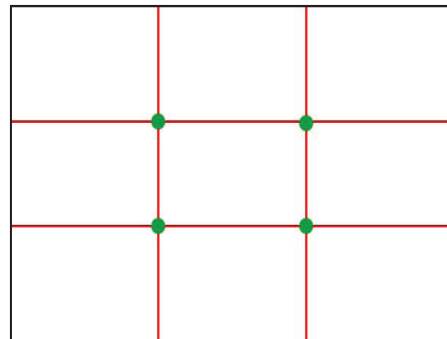
Asymmetry



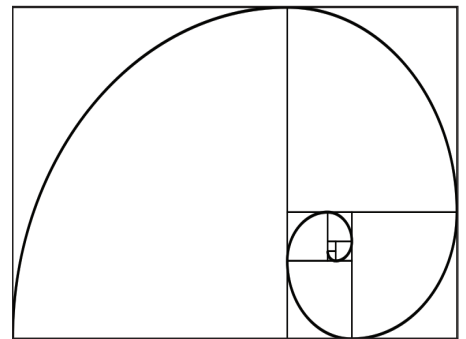
Sequential



Radial



Rule of Thirds



Golden Mean